

The system 400 may be used to insert a hyperlink for a term in a document. For example, if a document accessed by the user includes the word "sports", the observation program 405 could insert or append to the word a hyperlink to content relating to sports, for example a hyperlink to the CNN sports section. Thus, whenever the word "sports" appears in a web page, the observation
5 program 405 would append or insert the hyperlink www.cnn.com/cnnsi. The observation program 405 would insert such hyperlinks based on the user preferences. For example, if the user indicated an interest in sports or an interest in sports from CNN, then the observation program 405 would create a
10 replacement rule such as "if 'sports' is detected and if userID = 54232, add link to www.cnn.com/cnnsi."

What is claimed is:

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1. A computer-implemented method of controlling content, the method comprising:
 receiving input from a user;
 monitoring content in an application program or content exchanged between the application program and an operating system residing at the user's computer system;
 determining whether monitored content corresponds to a predetermined advertisement; and
 if the monitored content corresponds to the predetermined advertisement, replacing the predetermined advertisement with another predetermined advertisement based on the user input.

2. The method of claim 1, wherein receiving input from the user comprises receiving information about content that the user wishes to control. .

3. The method of claim 2, further comprising generating the other predetermined advertisement based on the received user information.

4. The method of claim 1, wherein monitoring content comprises monitoring content in a database manager, a spreadsheet, a communications package, a graphics program, a word processor, or a network browser.

5. The method of claim 1, wherein receiving input from the user comprises receiving information from an organization designated by the user.

6. The method of claim 5, further comprising generating the other predetermined advertisement based on received organization information.

7. The method of claim 1, wherein monitoring content comprises monitoring text, video, audio, image, animation, or document link in the application program.

8. The method of claim 1, wherein monitoring content comprises monitoring information related to the originator of content.

9. The method of claim 1, wherein monitoring content comprises monitoring content exchanged between a network browser and a network server.

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1 10. The method of claim 1, further comprising activating rules including
2 generating rules using the received user input and updating rules using the received user
3 input and the generated rules.

1 11. The method of claim 10, wherein determining whether monitored content
2 corresponds to a predetermined advertisement comprises:
3 extracting an identifier from the content; and
4 using the rules comparing the extracted identifier with a predetermined set of
5 identifiers that correspond to a predetermined set of advertisements.

1 12. The method of claim 11, wherein if the extracted identifier matches one of the
2 predetermined sets of identifiers, replacing the corresponding predetermined advertisement
3 with the other predetermined advertisement.

1 13. The method of claim 11, wherein replacing the predetermined advertisement
2 with the other predetermined advertisement comprises:
3 replacing the corresponding predetermined advertisement with a
4 representation of the predetermined advertisement;
5 detecting the representation; and
6 replacing the representation with the other predetermined advertisement.

1 14. The method of claim 1, wherein replacing the predetermined advertisement
2 with another predetermined advertisement comprises replacing the predetermined
3 advertisement with text, video, audio, image, animation, or a link to a document.

1 15. The method of claim 1, wherein replacing the predetermined advertisement
2 with another predetermined advertisement comprises accessing the other predetermined
3 advertisement from a user's computer or from a network server.

1 16. The method of claim 1, wherein monitoring occurs at the user's computer
2 system.

1 17. The method of claim 1, wherein monitoring occurs at a network server
2 separate from the user's computer.

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18. Software in a computer-readable medium comprising instructions for causing a computer system to perform the following operations:
 receive input from a user of a computer system;
 monitor content in an application program or content exchanged between an operating system residing at the user's computer and the application program;
 determine whether monitored content corresponds to a predetermined advertisement;
 and
 if the monitored content corresponds to the predetermined advertisement, replace the predetermined advertisement with another predetermined advertisement based on the user's input.

19. A computer system for controlling content, the system comprising:
 a client computer programmed to receive input from a user and to operate an application program; and
 a second computer interconnected with the client computer by an internetwork and programmed to:
 observe content in the application program or content exchanged between the application program and an operating system residing at the client computer,
 determine whether observed content corresponds to a predetermined advertisement, and
 if the observed content corresponds to the predetermined advertisement, replace the predetermined advertisement with a predetermined identifier that corresponds to another predetermined advertisement based on the user input.

20. The computer system of claim 19, further comprising a second set of instructions for programming the second computer to:
 receive the predetermined identifier; and
 replace the predetermined identifier with the corresponding other predetermined advertisement.

21. A computer-implemented method of controlling content in an application program or in a communication channel between an operating system residing at a user's computer system and the application program, the method comprising:

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receiving an input from the user;
observing content exchanged between the application program and the operating system;
determining whether observed content would direct the user to a predetermined advertisement; and
if the observed content would direct the user to the predetermined advertisement, replacing the observed content with other content that directs the user to another predetermined advertisement based on the user input.

22. Software in a computer-readable medium comprising instructions for causing a computer system to perform the following operations:

receive input from a user of a computer system;
monitor content in an application program or content exchanged between an operating system residing at the user's computer and the application program;
determine whether monitored content would direct the user to a predetermined advertisement; and
if the monitored content would direct the user to the predetermined advertisement, replace the monitored content with other content based on the user's input.

23. A computer system for controlling content, the system comprising:
a client computer programmed to receive input from a user and to operate an application program;
a second computer interconnected with the client computer by an internetwork and programmed to:
observe content in the application program or content exchanged between an operating system residing at the client computer and the application program,
determine whether observed content would direct the user to a predetermined advertisement, and
if the observed content would direct the user to the predetermined advertisement, replace the observed content with other content based on the user input.

24. A method of filtering content relating to an originator of content, the method comprising:

3 receiving input from a user selecting an arbitrary originator of content;
 4 receiving a request from the user at a computer for an internetwork page;
 5 determining whether the internetwork page includes content relating to the originator;
 6 if the internetwork page includes content relating to the originator, replacing the
 7 related originator content with other predetermined content.

1 25. The method of claim 24, further comprising sending a message to the
 2 originator of content informing the originator that the content has been filtered by the user.

1 26. The method of claim 24, wherein receiving input from the user comprises
 2 receiving information about the originator of content.

1 27. The method of claim 26, further comprising generating the other
 2 predetermined content based on the received user input.

1 28. The method of claim 24, wherein determining whether the internetwork page
 2 includes content relating to the originator comprises determining whether the internetwork
 3 page includes text, video, audio, image, animation, or document link relating to the
 4 originator.

1 29. The method of claim 24, wherein determining whether the internetwork page
 2 includes originator-related content comprises:
 3 extracting an identifier from the content; and
 4 comparing the extracted identifier with a predetermined set of identifiers that
 5 correspond to content relating to the originator.

1 30. The method of claim 29, wherein replacing the related content with other
 2 predetermined content comprises:
 3 if the extracted identifier matches one of the predetermined identifiers,
 4 replacing the related content with a representation of the related content;
 5 detecting the representation; and
 6 replacing the representation with the other predetermined content.

31. The method of claim 24, wherein replacing the related content with other predetermined content comprises replacing the related content with text, video, audio, image, animation, or document link.

32. The method of claim 24, wherein replacing the related content with other predetermined content comprises accessing the other predetermined content from a client computer or from a server computer.

33. Software in a computer-readable medium comprising instructions for causing a computer system to perform the following operations:

receive input from a user indicating an arbitrary originator of content;
 receive a request from the user at a computer for an internetwork page;
 determine whether the internetwork page includes content relating to the originator;
 and
 if the internetwork page includes content relating to the originator, replace the related content with other predetermined content.

34. A computer system for filtering content that relates to an originator of content, the system comprising:

a client computer programmed to receive input from a user and to operate an internetwork application program;
 a server computer interconnected with the client computer by an internetwork and programmed to:

receive input from a user selecting an arbitrary originator of content,
 receive a request from the user at the client computer for an internetwork page,
 determine whether the internetwork page includes content relating to the originator, and
 if the internetwork page includes content relating to the originator, replace the related content with other predetermined content.

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